

[Customer Name and Address]

**Breach Notification Letter**

At AutoNation Toyota of South Austin, the privacy and security of our customers is our highest priority. We are writing to inform you of a recent security incident at one of our third party vendors, TradeMotion, involving credit card information.

TradeMotion hosts and operates parts websites for auto dealers nationwide, including the <http://parts.championtoyotaofaustin.com> and <http://www.discounttoyotaparts.com> websites on our behalf (including all payment functions). TradeMotion notified us on May 6, 2014 that it believes criminal hackers were able to unlawfully access certain credit card information on TradeMotion systems. The information that may have been accessed could have included your name, street address, telephone number, email address and credit card number. TradeMotion has advised us that they have contacted the appropriate authorities. We are no longer processing credit card payments through TradeMotion.

As our customer we are providing you with this notice so that you can take appropriate steps to minimize or eliminate any potential harm. Please monitor your financial accounts closely and contact your financial institution or credit card company if you notice any unusual activity or find any unauthorized transactions. You should also monitor your bank account activity and review your bank statements closely. Please also review the attached information sheet for some important information.

In addition, we have arranged for Experian, a specialist in consumer credit, to provide you with one year of identity theft protection at no cost to you. You can activate Experian's ProtectMyID now in three easy steps:

1. ENSURE that you enroll by: August 31, 2014 (Your code will not work after this date.)
2. CALL 866-252-9553 OR visit the ProtectMyID Alert 3B website: [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem)
3. PROVIDE your Activation Code: [insert code]

If you have questions or need an alternative to enrolling online, please call Experian at 866-252-9553 and provide Engagement #: PC83864

Once again, AutoNation Toyota of South Austin values you as a customer and apologizes for any inconvenience caused by the TradeMotion security breach. To assist you, AutoNation Toyota of South Austin has employed the consumer credit experts at Experian to address your questions or concerns. Please feel free to contact Experian at the following specially designated telephone number: 866-252-9553.

Sincerely,

AutoNation Toyota of South Austin

**We want you to know a few important things:**

You should promptly report any fraudulent activity or suspected identity theft to appropriate law enforcement authorities and/or The Federal Trade Commission (FTC). The FTC can be contacted at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or at 1-877-ID-THEFT (877-438-4338). You can also write to the FTC at the following address: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. An identity theft complaint to the FTC is added to a database that the FTC makes available to law enforcement agencies.

Under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or by calling (877) 322-8228, or by contacting one of the credit reporting agencies directly. Their information is set forth below. We recommend that you immediately obtain a free copy of your credit report and review it for accuracy and for any unauthorized activity.

We also recommend that you place a fraud alert on your credit report. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact information below. The agency you contact will inform the other two to include the fraud alert in their records as well.

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740256  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 4500  
Allen, TX 75013

TransUnion  
(800) 916-8800  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 6790  
Fullerton, CA 92834

You may visit <http://www.annualcreditreport.com> for more information.

**ADDITIONAL DETAILS REGARDING YOUR 12-MONTH PROTECTMYID MEMBERSHIP:**

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- ☐ Free copy of your Experian credit report
- ☐ Surveillance Alerts for:  
Daily Bureau Credit Monitoring: Alerts of key changes & suspicious activity found on your Experian credit report.
- ☐ Identity Theft Resolution & ProtectMyID ExtendCARE: Toll-free access to US-based customer care and a dedicated Identify Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.  
It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- ☐ \$1 Million Identity Theft Insurance\*: Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers. Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.